REMARKS

The specification of this application has been amended to correct numbering and grammatical errors.

Claims 1, 22 and 24 have been amended to delete the words "electronically" and "electrically", as the mode of transmission does not need to be limited in this manner. Claims 1, 22 and 24 have been amended to require that the information distribution unit transmits the first information to the mobile terminal through radio communication, and that the mobile terminal receives the first information when entering a communication area of the information distribution unit. This feature is shown in Figure 2, and is discussed in the application at, for example, page 13, lines 4 et seq. Claim 21 was amended to correct formal errors and claim 6 was amended to more closely reflect the passage of first information through the invention as can be seen on page 11, lines 5-8 and in figure 2.

Claims 1-25 are now pending in this application.

The present invention deals with an information distribution system that delivers information to mobile devices that is related to information displayed by a display that also serves as an information distribution unit. The central premise of the invention is that when inside the limited range of the transmitter that is based in the information distribution unit, a mobile terminal will receive and display information that expands on or supplements the information that is displayed upon the information distribution unit's display. Claims 1, 22, and 24 now specifically require that the information distribution unit transmits the first information to the mobile terminal through radio communication, and that the mobile terminal receives the first information when entering a communication are of the information distribution unit. An example may include an advertisement displayed on the information distribution unit's display and technical specifications or a list of stores where the product is sold available on a mobile terminal after receiving the data from the information distribution unit. To get this data in the first place, the information distribution units must connect to an information provider server to collect the information that would be displayed and

transmitted. The Internet provides a widespread and easy communication solution to deliver the information to a large network of information distribution units from a central information provider server. The information displayed and transmitted by the information distribution unit must be entered at the beginning of this content delivery chain, so information input computers provide information to the server to be displayed and transmitted by the information distribution unit. This is the most basic form of the information distribution system.

Further improvements may be made to the information distribution chain by giving the owner of the mobile terminal a choice of what further information to receive, or to allow the mobile terminal to communicate back to the information distribution system some other data, such as a request to sign up for a mailing list or to submit a survey. The mobile terminal may also have a unique identifier associated with it that may correspond to a profile stored in a central location. This profile may control things such as the type of ad delivered to the mobile terminal or other such personalized options.

Claims 1-5, 7-9, 12-17, and 19-25 have been rejected as being obvious over International Publication No. WO 00/30379 to Irvin in view of U.S. Patent 6,212,570 to Hasebe. Claims 6, 10, and 11 have been rejected as being obvious over the Irvin/Hasebe combination further in view of International Publication WO 98/59506 to Emilsson. Claim 18 has been rejected as being obvious over the Irvin/Hasebe combination further in view of U.S. Patent Publication 2002/0147633 to Rafizadeh. Each of these rejections are traversed.

The Irvin reference deals with the selection and delivery of messages to numerous mobile units based upon tags in the messages that reflect the geographical position or some other characteristic of the intended group of recipients. Irvin illustrates this idea by using a cellular telephone network where there are a plurality of broadcasting towers serving different geographical areas and there are a plurality of mobile cellular handsets in the area served by the plurality of broadcasting towers. By the use of broadcast groups and target area codes, Irvin achieves a system for delineating a group of multiple mobile terminals among a larger number, who are to receive a broadcast message. The target area codes are used in a situation where a message is to be delivered to a group of

mobile terminals in a certain geographical area. This is done by the message having a code which a receiving mobile terminal will compare to a locally stored location code to determine if it accepts the message or not. This location code may be set through another device such as a GPS receiver or manually, if the mobile terminal is static or if the terminal is not mobile at all, in the case of "personal computers with a wireline modems" (Page 5, lines 9-10). The static location of the mobile terminals do not change the fact that they are to receive the message that is broadcast by, in this case, cellular communication towers. Also, the decision of whether or not a mobile terminal is to receive a message broadcast to a group is always done locally, meaning that the cellular towers indiscriminately broadcast any message that is sent.

Hasebe generally describes a server selector for a distributed network of computers. Hasebe details the structure of a network of computers where there are multiple computers with identical IP or DNS designations. If a request is made to the IP or DNS address shared by the plurality of computers, Hasebe's information distribution device selection system will re-route the request so that the request is made of the computer that has the common IP or DNS address and that is closest to the requesting computer. Assuming the plurality of computers with identical IP or DNS addresses have the same content, an optimal transfer speed may be achieved between a requesting computer and another computer with the desired data. The communications network that is used to relay these requests may be characterized as a network of routers and name-servers. These routing devices have no need to display any information that is being sent to them by any other computer and only the terminals that request and then receive information will have a need to display the said information.

Emilsson deals with the delivery of geographically tailored information to a device that is aware of its location and able to communicate that position to computer databases which stores information relevant to that location. The system is primarily reliant upon the use of a network such as GSM and its capabilities of SMS and data transmission. On this GSM network, http addresses are periodically broadcast to inform a mobile terminal, such as one in a car, of the web address of a data base of information pertinent to the reported geographical

location of the mobile terminal.

Rafizadeh deals with the rewarding of consumers who view certain ads or submit surveys while they are browsing an interactive website. The idea of electronically submitting questionnaires and surveys so that a central computer may reward the sender of the information is covered with great detail.

The Examiner rejected claims 1-5, 7-9, 12-17 and 19-25 on the grounds that they are unpatentable over Irvin in view of Hasebe. The Examiner writes that "Irvin teaches a plurality of base stations (i.e., information distribution units) (fig. 1; page 6, line 10)." This is not the case. The present invention claims that the information distribution units include: "a transmitting unit transmitting to said mobile terminal said first information received from said server such that said mobile terminal is able to display said first information, and a display unit visually displaying second information." There is no display information that is visually displayed on these towers given in Irvin (which the Examiner recognizes). The Examiner then says that Hasebe possess a display on an information distribution unit. This is not the case. Hasebe does not tell of any visual interaction between the user and the information distribution unit. The Examiner points to col. 11, line 32-39 of Hasebe to support the assertion that it shows a display displaying second information. The cited section of Hasebe does not show this. It explains the interaction of two units internal to two devices deep in the network. The devices shown in Figure 12 and explained in the cited passage have no reason to exchange information visually through a display medium. It is not clear how the Examiner interpreted the information distribution device monitoring unit 63 as being a display unit or how information distribution device selection unit 42 would be able to receive communications displayed visually by 63, as that is the only communication done by information distribution device monitoring unit 63. Visually displaying status of the operation of the information distribution device is purely superficial to the operation of Hasebe and is not ever specified in the cited passage.

The Examiner rejects claims 2 and 25 on the grounds that "Irvin teaches that the location data (i.e., second information) is related to the first message (abstract; page 4, lines 14-20)." It is not clear how the location data could be

interpreted as the second information as it is not ever displayed as required by the present invention.

Claim 8 specifies a state indicator on the information distribution unit indicating the transmission of first information to the mobile terminal. The Examiner points to column 11, lines 32-39 of Hasebe as showing this feature. This is not the case. The cited paragraph is also cited above in the rejection of claims 1, 7, 22 and 24 and does not show any kind of visual indicator or display means. Hasebe does not include any kind of visual or external indicator on the information distribution units internal to the network.

Claims 12-14 claim the information distribution units being placed inside of stores, museums and zoos. This kind of placement was never envisioned for Irvin or Hasebe even though Hasebe has information distribution units in different locations. Putting things in different locations is well known in the art, however, the delivery of first information related to the environments, independent of tags, is not shown in Irvin or Hasebe.

Claim 15 claims the requesting of the first information and the delivery of the first information based upon that request. The Examiner says that Irvin teaches a mobile terminal that selects an option. However, Irvin does not reveal this in the specification. The cited passage only details the showing of dialed digits, not the receipt or processing of any options.

Claim 16 claims information input computers which deliver information to the main information distribution server for delivery to the information distribution units. The Examiner says that Irvin teaches such a system. The passage cited on page 5, lines 5-10 does indeed mention a personal computer connected to the network, but it is in the role of a mobile terminal with location data and the role of receiving a message from the network. The use of such a computer to inject information into the network is not covered in Irvin.

Claim 19 claims that a user response from a mobile terminal includes profile data indicative of the profile of the user of the mobile device. The cited passages in Irvin show that the data that is indicative of the mobile terminal, mainly it's geographic location, does not leave the device, so no response is made that carries the identifier. Also, the identifier is common to many devices in an

area and it does not seem able to differentiate one user from another if they are in similar locations.

Claim 20 claims a user identifier being included in a user response. Irvin does not show this. In the cited passages, it is detailed how location data is used to determine who gets what broadcast messages. This information, however, does not leave the device in any kind of response. Also, the location of someone cannot be considered a user identifier.

Claim 21 claims the use of a profile-managing computer which will return the profile of a user upon the request of a mobile terminal. In Irvin, there is no mention of a mobile terminal requesting or returning such information based upon the identifier of the user of the mobile terminal. Location data does not qualify as such data.

Finally, a combination of Irvin and Hasebe would not have an information distribution unit that transmits the first information to the mobile terminal through radio communication, and would not have the mobile terminal receiving the first information when entering a communication area of the information distribution unit as is required by claims 1, 22, and 24.

Therefore, in view of the above, even if the Irvin and Hasebe references are combined as proposed by the Examiner, the claimed invention would not be obvious from the combination because various elements required in the claims would be missing from the combination.

With respect to Claims 6, 10 and 11, which were rejected as being unpatentable over Irvin in view of Hasebe and Emilsson, Claim 6 claims the transmittal of first information from the information providing server to the selected information distribution unit through the Internet. The cited passage in Emilsson covers the use of the internet to retrieve information from a remote server, however, it is the computer that is inside of the car that is making the request for content, not the server who is selecting and then delivering the content. As such, the combination would not make claim 6 obvious.

Claim 10 claims that the second information includes a visual advertisement and the first information is related to the advertisement. The cited passages in Emilsson show no such provision. There is in fact, no display on

which to display the second information in either Emilsson, Hasebe or Irvin. To have the second information include a visual advertisement is also not included in any of those patents. The information provided in Emilsson may be telephone listings or straight text information, there is no provision to have an advertisement such as those detailed in the present invention included in the first or second informations.

Regarding claim 11, Emilsson does indeed show that a timetable of vehicles in the information that is transmitted to the mobile terminal. However, there is no display on which to display the second information which also must be a timetable of vehicles.

In view of the above, claims 10 and 11 would not be obvious over a combination of the Irvin, Hasebe, and Emilsson references.

The Examiner rejected claim 18 as being unpatentable over Irvin in view of Hasebe and Rafizadeh. Rafizadeh does indeed show a questionnaire being returned from a user, but how this technology would be used in the set up of the invention is unclear. The routing or destination of the questionnaire is not mentioned in Rafizadeh in such a way that it would be applicable to the present invention. Therefore, the combination would not make claim 18 obvious.

In summary, Claim 1 of the present invention specifically requires the information distribution unit to possess a display to present the second information while the first information is sent to the display of the mobile terminal. All references lack any kind of bearing on this aspect of the invention as well as aspects detailed in claim 1 or other claims. Therefore, no combination of any or all of the references of record would make the claimed invention obvious.

Furthermore, claims 1, 22 and 24 require the information distribution unit transmits the first information to the mobile terminal through radio communication, and that the mobile terminal receives the first information when entering a communication area of the information distribution unit. This is not specifically shown by the prior art, thus no combination of any or all of the references of record would make the claimed invention obvious.

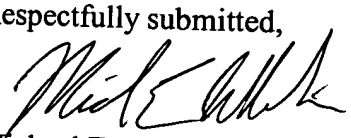
In view of the foregoing, it is respectfully requested that the application be reconsidered, that claims 1-25 be allowed, and that the application be passed to

issue.

Should the Examiner find the application to be other than in condition for allowance, the Examiner is requested to contact the undersigned at the local telephone number listed below to discuss any other changes deemed necessary in a telephonic or personal interview.

A provisional petition is hereby made for any extension of time necessary for the continued pendency during the life of this application. Please charge any fees for such provisional petition and any deficiencies in fees and credit any overpayment of fees to Attorney's Deposit Account No. 50-2041 (Whitham, Curtis & Christofferson).

Respectfully submitted,



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